

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 04507 131236Z POSS DUPE
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----084540 131642Z /45

R 131142Z AUG 78
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 1598
INFO USDOC WASHDC
USDA/FAS WASHDC

UNCLAS KUWAIT 4507

DEPT FOR NEA/ARP

E.O. 11652: N/A
TAGS: EAGR, BEXP, KU
SUBJ: PROPOSED FAS SALES TEAM TO KUWAIT

REF: STATE 193674 (NOTAL)

1. EMBASSY WELCOMES FAS PROPOSAL TO SEND A FOOD SALES TEAM TO KUWAIT AND WE HAVE NO OBJECTIONS TO ITS MAY 13-16 SCHEDULING.

2. IN RECRUITING FOR THE SALES TEAM, FAS SHOULD NOT INCLUDE REPRESENTATIVES FROM STATE BOARDS OF AGRICULTURE OR PRODUCT MARKETING GROUPS, BECAUSE KUWAITI FOOD IMPORTERS WANT TO MEET REPRESENTATIVES WHO HAVE AUTHORITY TO MAKE DIRECT SALES OR TO SIGN AGENCY AGREEMENTS. INSTITUTIONAL FOODSTUFFS SUPPLIERS AND PRODUCERS OF CANNED MEAT PRODUCTS SHOULD SIMILARLY NOT BE RECRUITED SINCE THEIR PRODUCT LINES ARE ONLY MARGINALLY MARKETABLE IN KUWAIT. CONVERSELY, NEW BRAND NAMES IN VARIETY CANNED AND PACKAGED FOODS, "FAST" FOOD PRODUCTS AND FRANCHISES, CANNED JUICES AND SOFT DRINKS HAVE CONSIDERABLE MARKET POTENTIAL THAT CAN BE SUCCESSFULLY EXPLOITED.

3. DECEMBER IS NOT AN IDEAL TIME FOR ADVANCE MAN LEHRER'S VISIT AS MANY KUWAITIS WILL BE AWAY. WE SUGGEST THAT LEHRER
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RESCHEDULE HIS ARRIVAL IN MID-JANUARY OR EARLY FEBRUARY, IF POSSIBLE, FOR MAXIMUM UTILITY OF HIS VISIT.
MAESTRONE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, FOODS, CONSULTANTS, VISITS
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Copy: SINGLE
Draft Date: 13 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978KUWAIT04507
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780331-0559
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780869/aaaacfgng.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: fb010e64-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
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To: STATE
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